

Face Makeup Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global face makeup market size reached US\$ 37.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 47.4 Billion by 2028, exhibiting a growth rate (CAGR) of 4.12% during 2023-2028.

Face makeup refers to a subset of cosmetics applied to enhance facial features and conceal any visible skin issues, such as dark spots, wrinkles, blemishes, freckles, and pores. It usually comprises products like face powder, concealer, foundation, blush, highlighter, lipstick, and primer. It helps in giving the skin a uniform finish, thereby making the skin appear smooth and even. Nowadays, several brands are launching products with exfoliating, moisturizing, nourishing, antiseptic, anti-inflammatory, and anti-bacterial properties, which help protect the skin from direct exposure to dust, smog, pollution, and ultraviolet (UV) rays.

Global Face Makeup Market Trends:

The growing consciousness among individuals about their physical appearance represents one of the leading factors positively influencing the sales of makeup products across the globe. In addition, the shifting consumer preferences for organic products are catalyzing the demand for face makeup with natural ingredients. Along with this, the rising influence of social media platforms and the growing trend of vlogging and creating unique social media content are offering a favorable market outlook. Besides this, the introduction of multi-functional facial creams is creating a positive outlook for the market. Additionally, the growing number of salons, along with the proliferation of the e-commerce industry offering seamless access to products, doorstep deliveries, exciting deals and discounts, and secured payment methods, is driving the market. Furthermore, the rising focus of leading manufacturers on marketing strategies and promotional activities through television (TV), celebrity endorsements, and social

media campaigns is propelling the market growth. Moreover, increasing investments by the leading industry players in research and development (R&D) activities to introduce high-quality product variants are anticipated to drive the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global face makeup market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type and distribution channel.

Breakup by Product Type:

- Foundation
- Face Powder
- Blush
- Concealer
- Bronzer
- Others

Foundation presently represents the most popular product type as it helps in giving the skin a perfect base and uniform finish.

Breakup by Distribution Channel:

- Supermarkets/Hypermarkets
- Specialty Stores
- Pharmacies
- Online Stores
- Others

Supermarkets/hypermarkets dominate the market as they offer enticing offers, which attract a wider consumer base.

Regional Insights:

- North America
- Europe
- Asia Pacific
- Latin America

Middle East and Africa

North America currently enjoys the leading position in the global face makeup market due to the rising demand for natural and organic face makeup products in the region.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are L'Oréal S.A., LVMH Moët Hennessy Louis Vuitton, Coty Inc., Kao Corporation, and Oriflame Cosmetics SA.

This report provides a deep insight into the global face makeup market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the face makeup industry in any manner.

Key Questions Answered in This Report

1. What is the size of the global face makeup market?
2. What has been the impact of COVID-19 on the global face makeup market?
3. What is the expected growth rate of the global face makeup market?
4. What are the key factors driving the global face makeup market?
5. What is the breakup of the global face makeup market based on the product type?
6. What is the breakup of the global face makeup market based on the distribution channel?
7. What are the key regions in the global face makeup market?
8. Who are the key companies/players in the global face makeup market?

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